

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

August 21, 1997

RJR Account #026040

Mr. F. Attea

M. ATTEA & BROS.

**S. R. MacLEOD WINSTON B2GF CAP / PROMOTION #700927**

Dear Frank:

WINSTON regular product has been ordered (see quantities listed below), as well as 8 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11906	Light Box	6M	1

<u>Product / Premium Arrival:</u>	<u>September 15, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: September 23, 1997</u>
<u>SKU CUBE:</u>	2.5480
<u>SKU WT (w/o Product):</u>	8.2000 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Full Price Cartons
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<u>EFT \$ Amount:</u>	<u>\$354.59</u>
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>

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-2-  
B2GFP  
M. ATTEA & BROS.

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$14.00 (0.5 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: C. Alessandra

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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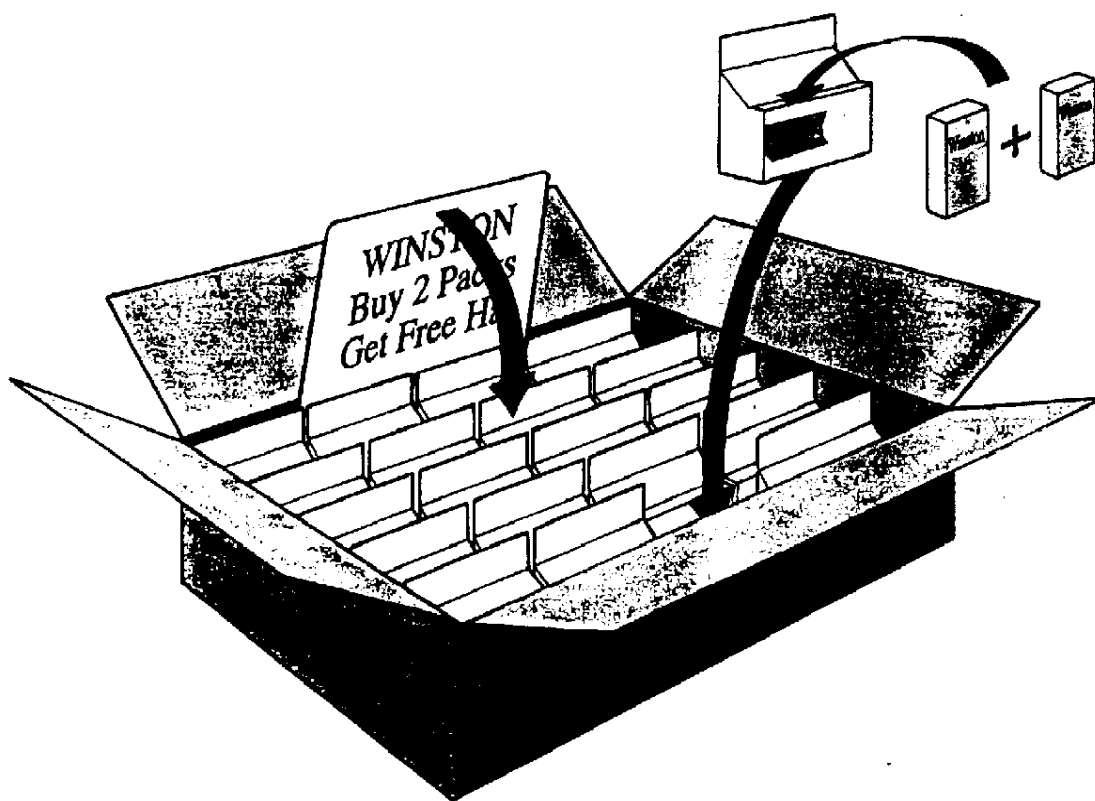
# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

### STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

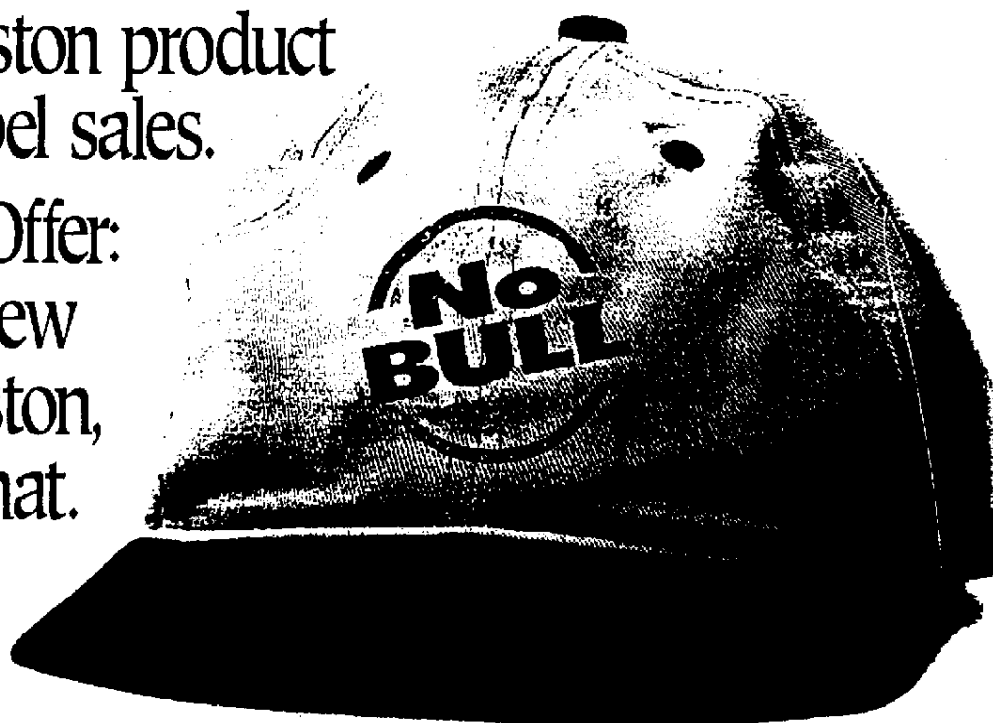
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	<i>Light Box</i>					
Number of Cartons	<i>4</i>					

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# The right premium caps everything off

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.  
Lots of additives in  
your cash register.

BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 2  
DATE: 97-08-11  
TIME: 03:12 PMWHOLESALE : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>  
TEMPLATE : 700927 71000 WIN OCT HAT  
TEMPLATE SEQ : 0018  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	2				(716)882-5246
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	14301	1				(716)282-4391
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1				(716)882-8334
162603	162623	397467	MERRY MART	6150 SENECA ST	SPRING BROOK	NY	14140	1			026040	(716)652-9587
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716)853-9280
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	2	NYS			(716)823-3036

PAGE BREAK TOTAL ACCOUNTS 6 TOTAL QUANTITY 8

TEMPLATE TOTAL ACCOUNTS 6 TOTAL QUANTITY 8

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09/23/97

ACCOUNT NUMBER: 026040	M ATTEA & SONS INC
VOUCHER NUMBER: 15371192	1509 CLINTON ST
DATE WRITTEN: 09/23/97	BUFFALO , NY 14206
STATUS: PAID	
AMOUNT PAID: 14.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	0.50	14.00

EXPLANATION: OCTOBER: WINSTON B2GF CAP #700927/CHERYL ALESSANDRA

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